



## Community Engagement Matters

Paul Schmitz  
@paulschmitz1

[www.leadinginsideout.org](http://www.leadinginsideout.org)  
[www.collectiveimpactforum.org](http://www.collectiveimpactforum.org)

## Community

*Intended beneficiaries and their families, friends, and neighbors*

# TRIZ

Step 1	Step 2	Step 3
<p>Make a list of all the things you can do to have terrible community engagement?</p> <p>How can you create <u>worst result</u> imaginable?</p>	<p>Who has seen any of these items before in a project you've been part of?</p>	<p><i>Culture eats strategy for breakfast</i></p> <p>-- Peter Drucker</p>

Source: Facilitation approach adapted from Liberating Structures: "Making Space with TRIZ"

# Engagement

- 1 Be Purposeful

# Purpose

Why community engagement?

# Be Purposeful

INCREASING IMPACT ON DECISION-MAKING				
INFORMING	CONSULTING	INVOLVING	COLLABORATING	EMPOWERING
Providing balanced and objective information about new programs or services, and about the reasons for choosing them. Providing updates during implementation.	Inviting feedback on alternatives, analyses, and decisions related to new programs or services. Letting people know how their feedback has influenced program decisions.	Working with community members to ensure that their aspirations and concerns are considered at every stage of planning and decision-making. Letting people know how their involvement has influenced program decisions.	Enabling community members to participate in every aspect of planning and decision-making for new programs or services.	Giving community members sole decision-making authority over new programs or services, and allowing professionals to serve only in consultative and supportive roles.

Be Authentic, Fulfill Promises

## Engagement

Why is community engagement important to your work?

How does it tied to your outcomes or results?

Where are you on the spectrum?  
Where do you aspire to be?

## Engagement

- 1 Be Purposeful
- 2 Be Asset-Based

# Asset-Based

Doing *with*, not *to* or *for* communities



# We Got This



# Barbers!

## Milwaukee Public Library Teams Up With Barbershops To Provide Kids With Books

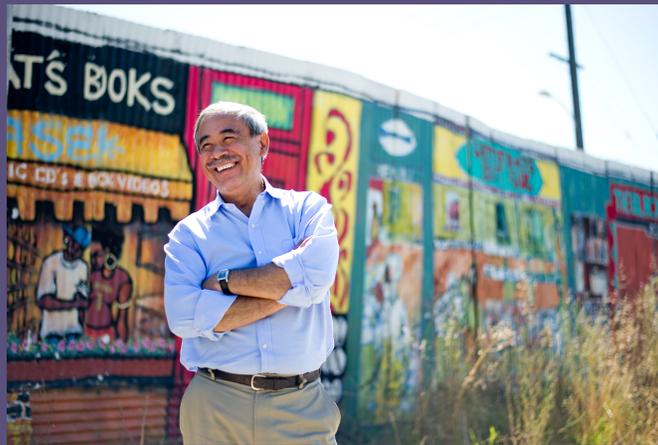
By LATOYA DENNIS • SEP 1, 2016

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Chicago Cutz also gave out free haircuts to kids headed back to school  
LATOYA DENNIS

# Family Independence Initiative



## ABCD

- What do community members do best for themselves and others?
- What do community members need some help from organizations or programs to do?
- What do organizations and programs do best for community members?

## ABCD

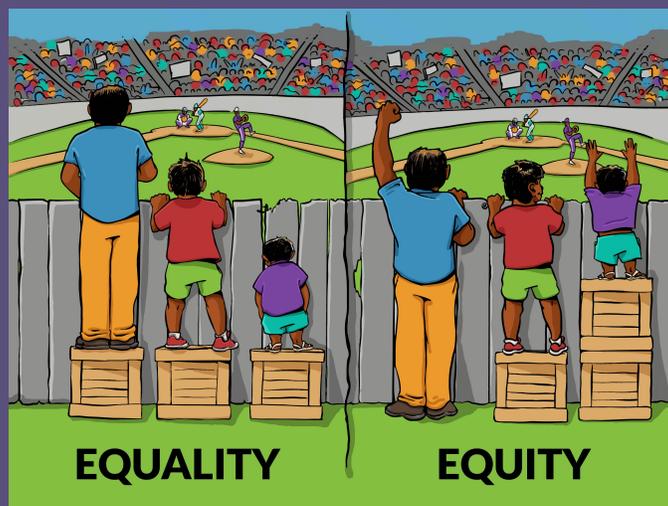
What is the story you tell about community and their role in it?

What is a step you could take to be more asset-based?

# Engagement

- 1 Be Purposeful
- 2 Be Asset-Based
- 3 Put Equity at the Center

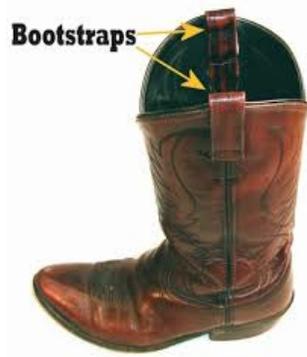
# Equity and Race Equity



# Equity and Race Equity



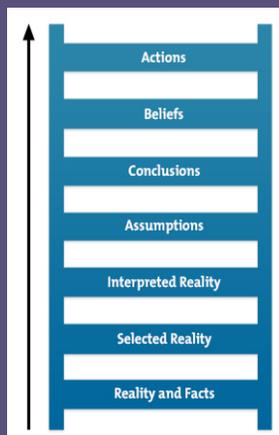
# Mental Models



# Ladder of Inference



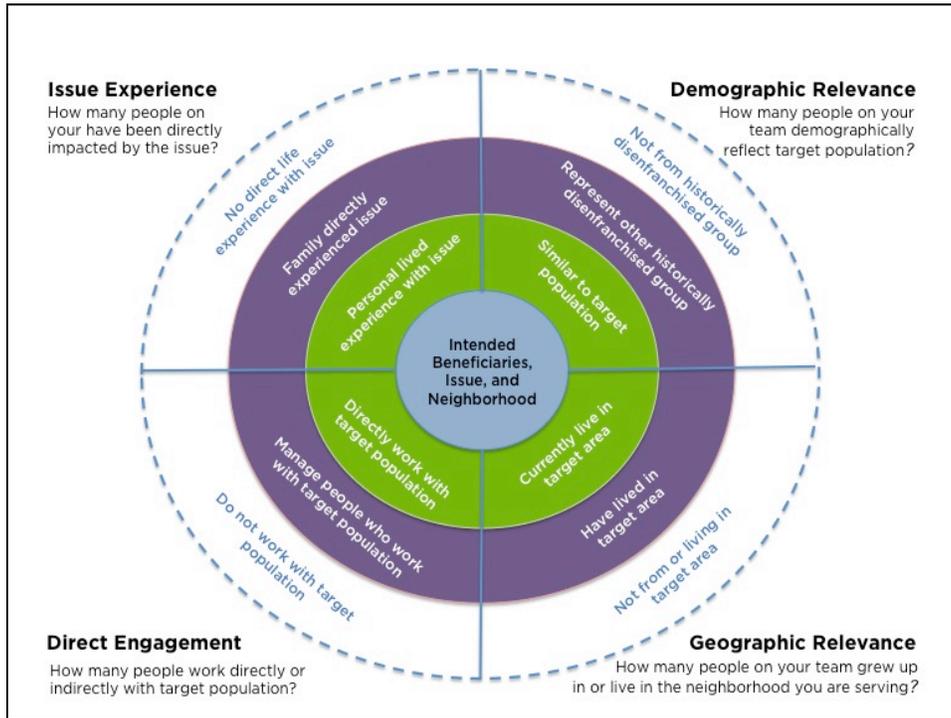
# Ladder of Inference



Share an experience recently where you ran up your ladder?

What biases and assumptions were involved?

Who could you have tested those biases and assumptions with?



# Engagement

- 1 Be Purposeful
- 2 Be Asset-Based
- 3 Put Equity & Racial Equity at the Center
- 4 Build Local Capacity

## Engagement Matters

- Honor local relationships
- Meet people where they are, build their capacity to lead
- Manage power and facilitate inclusively
- Allow some steam to blow
- Practice *patient urgency*